



Virginia Green Events

Profile:



Halloween Town & Treat Virginia Beach Town Center October 31, 2009

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for **Green Events** and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Halloween Town & Treat

There's a double dose of Hallowe'en fun coming to Town Center Plaza. The younger set will enjoy games, activities, trick-or-treating and pumpkin art – all free and provided by the merchants of Town Center. Then, the bigger ghouls (and boys!) take over. Between 7:00 PM and 11:00 PM the Plaza and adjoining businesses will be a roiling cauldron of music, costumes and fun. Families will have a full afternoon to enjoy spooky storytelling, magicians, fire juggling, stilt walkers and more in a safe, outdoor setting – with lots of free parking for Mom and Dad. Participating stores will have plenty of "treats" for the youngsters, and it will be a ghoulish good time. When the sun goes down on All Hallow's Eve, the bigger kids turn out in their best costumes to enjoy live music in the Plaza or the entertainment in the fine restaurants of Town Center, and to enter the "Bead It to Win It" costume contest. While they're at it, they can help determine which restaurant can brew up the best martini and crown "Town Center's Official Demonic Tonic". The entire day's events start at 1 pm with trick or treating for the little ones and 7 pm for the bigger ghouls and boys.

Green Statement: "As leaders in our community, the Neptune Festival wants to lead by example when it comes to going green. Our mission is to provide entertainment and events that allow all to "Celebrate Our Community". This new effort will ensure we do so responsibly and through our example encourage individuals and households to do the same, helping to keep our community green."

Virginia Green Activities. When participating in the **Halloween Town & Treat**, you can expect the following practices:

CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Recycles Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, Cardboard
 - Composts food and other compostable items
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
 - Disposable cups, containers, and cutlery made of bio-based materials, recyclable, recycled content and/or compostable.

- ☑ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items on recycled content paper
 - Purchase/use all paper products with high recycled content
 - ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
 - Choose a location/venue that shares a similar commitment to the environment
 - Venue has visible recycling containers, "Got Junk" will collect and recycle trash created by vendors and sponsors.
 - Contract for environmentally-friendly, portable restrooms
 - Encourage exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
 - Encourage the use of mass-transit and/or carpooling to the event.
 - Serve food items that are sustainable, organic or locally grown
 - Use non-bleached napkins or maintain supply of cloth napkins
 - Avoid boxed lunches
 - ☑ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the *Virginia Green* logo and list all "green activities" practiced in the planning and operation of the event.
 - Post web-link to the Virginia Green Events webpage
 - Create a green event section on your event's webpage highlighting green activities
 - Post signs at registration which lists all of your green activities
 - Use the Virginia Green logo on signs and at recycling centers
 - Quantify greening efforts and post estimates of impacts reduced.
-

For more information on the **Virginia Beach Neptune Festival**, see www.neptunefestival.com or contact Leo Ortiz at leo@neptunefestival.com or **757-498-0215**.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on "Events" for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

